

Assignment Brief

MBA

Academic Year 2025-2026

Module	Crisis Management – BM166
Assignment medium	Group Presentation
Time duration	30 minutes
Format:	PowerPoint Presentation
Weighting:	50%
Number of references	A minimum of 20 sources should be cited
	Harvard Referencing System (as per Cite Them Right)
Presentation Date:	18 th & 19 th October 2025

Instructions:

1. Note that this assignment brief consists of 8 pages including the cover page. Candidates are NOT supposed to attach this document along with the assignment answer uploaded on the LMS.
2. When a candidate submits the assignment answer, it implies the candidate's agreement with the 'Statement of Originality and Student Declaration' on page 2. (Therefore, it does not need to be attached in the submission)
3. In the case of group assignments, GroupID ModuleName E.g., Group A Test Module
4. Assignment answers must be submitted in PowerPoint Presentation format prior to the actual presentation taking place.
5. The deadline for the submission of your assignment will be 04:59 PM on the due date stated above.
6. You are recommended to submit your assignment answer well ahead of the deadline to avoid last-moment issues due to technical glitches (power outages, data issues etc). Note that email submissions and/or answers submitted under the incorrect module will **NOT** be accepted.

ASSESSMENT TASK – GROUP PRESENTATION

You are the **Crisis Management Taskforce** of an organisation of **your group's choosing** (must be real and currently operating, either global or local).

This organisation is facing a **multi-pronged, high-impact crisis** involving **at least two of the following categories**,

- Product or service failure
- Data breach or cybersecurity threat
- Reputational/ethical crisis (e.g. greenwashing, discrimination, employee exploitation)
- Legal or regulatory violation
- Crisis caused by emerging technologies (e.g. AI misuse, automation error)
- Environmental or sustainability-related scandal
- Crisis triggered by geopolitical instability or global events (e.g. war, inflation, pandemic aftershock)

Your group **must define the organisation and the crisis** scenario clearly in the first part of your presentation. Scenarios must be **evidence-based and correctly referenced**.

Guidelines

This assessment should follow the following guidelines:

- Word/slide count - Your presentation should consist of no more than 10 slides, not including reference slide(s) at the end. There is no word limit on the slides themselves, but please bear in mind that PowerPoint is a visual medium, and effective slides are not usually overcrowded with text.
- Design - The design of your slides is up to you. there is no compulsory template.
- Referencing - Use Harvard referencing style. References should be displayed at the end of the presentation on one or more separate slides. Reference slides are not counted towards the final slide count.
- Grading Criteria - The grading criteria that follow set out how marks are allocated to the assessment.
- Should your presentation be shorter or longer by 10% (i.e. 27 mins and under or 33 mins and over) then your mark will be capped at 50%

Each group must,

- Select a **real company** from any sector
- Construct a **realistic and research-backed crisis scenario**
- Use **actual industry data and news** where applicable
- Apply **Crisis Management theory** to design your organisational response

Submission Instructions

- Submit a **1-page crisis scenario summary** along with presentation slides (company profile + crisis outline)
- Add a slide identifying **who covered what section** in the presentation

MARKING CRITERIA

Assessment Element	What Is Expected	Marks
Crisis Identification & Context	Clear description of the chosen organisation and realistic crisis scenario. Context is well-researched and relevant.	20
Risk Analysis & Stakeholder Mapping	Identification of major risks (e.g., reputational, legal, operational). Use of tools like risk matrix or stakeholder map.	20
Leadership & Internal Response Plan	Well-defined leadership roles, decision-making processes, internal collaboration strategies, and use of digital tools.	20
Crisis Communication Strategy	Audience-specific messaging (e.g., media, customers, regulators, staff). Channels, tone, and timing are clearly thought out.	20
Recovery & Long-Term Strategy	Clear, practical recovery plan. Includes ethical repositioning, brand rebuilding, and long-term crisis prevention.	20

1. Check the module grade descriptors below for your information.

Grade A* 80% and above Outstanding performance, exceptionally able – pass	• Articulates an outstanding critical understanding and interpretation of the relevant information, principal theories, concepts and principles presented by the assessment • Articulates an outstanding critical understanding that integrates most, if not all, of the main areas of the specialist discipline • Demonstrates outstanding, extensive, detailed and critical knowledge, informed by current discipline developments • Displays an outstanding ability to critically appraise scholarship and evidence, and synthesise concepts, knowledge and theory • Applies a range of specialist and/or professional skills, techniques or practices aligned with the discipline • Demonstrates an outstanding ability to communicate knowledge (written, verbal, practical, visual) • Demonstrates an outstanding critical awareness of the scope and application of disciplinary and interdisciplinary scholarship • Shows an outstanding reflexive awareness of value judgements and
	assumptions embodied in the subject • Demonstrates outstanding originality, creativity or innovation in the application of knowledge and / or practice • Displays outstanding potential to undertake research or be a leading practitioner within a specialist area
	• Articulates a very good critical understanding and interpretation of the relevant information, principal theories, concepts and principles presented by the assessment • Articulates a very good critical understanding that integrates most of the main areas of the specialist discipline • Demonstrates very good, extensive, detailed and critical knowledge, informed by current discipline developments • Displays a very good ability to critically appraise scholarship and evidence, and synthesise concepts, knowledge and theory

Grade A 70- 79.9% Very good performance – pass	• Applies a range of specialist and/or professional skills, techniques or practices aligned with the discipline • Demonstrates a very good ability to communicate knowledge (written, verbal, practical, visual) • Demonstrates a very good critical awareness of the scope and application of disciplinary and interdisciplinary scholarship • Shows a very good reflexive awareness of value judgements and assumptions embodied in the subject • Demonstrates very good originality, creativity or innovation in the application of knowledge and / or practice • Displays very good potential to undertake research or be a leading practitioner within a specialist area
Grade B 60- 69.9% Good performance – pass	• Articulates a good critical understanding and interpretation of the relevant information, principal theories, concepts and principles presented by the assessment • Articulates a good critical understanding that integrates some of the main areas of the specialist discipline • Demonstrates good breadth, detailed and critical knowledge, informed by current discipline developments • Displays good ability to critically appraise scholarship and evidence, and synthesise concepts, knowledge and theory
	• Applies a range of specialist and/or professional skills, techniques or practices aligned with the discipline • Demonstrates a good ability to communicate knowledge (written, verbal, practical, visual) • Demonstrates a good critical awareness of the scope and application of disciplinary and interdisciplinary scholarship • Shows a good reflexive awareness of value judgements and assumptions embodied in the subject • Demonstrates good originality, creativity or innovation in the application of knowledge and / or practice • Displays good potential to undertake research or be a leading practitioner within a specialist area

Grade C 50-59.9% Fair performance – pass	• Articulates a fair critical understanding and interpretation of the relevant information, principal theories, concepts and principles presented by the assessment • Articulates a fair, critical understanding that integrates a few of the main areas of the specialist discipline • Demonstrates a fair breadth, detailed and critical knowledge, informed by current discipline developments • Displays a fair ability to critically appraise scholarship and evidence, and synthesise concepts, knowledge and theory • Applies a range of specialist and/or professional skills, techniques or practices aligned with the discipline • Demonstrates a fair ability to communicate knowledge (written, verbal, practical, visual) • Demonstrates a fair critical awareness of the scope and application of disciplinary and interdisciplinary scholarship • Shows a fair reflexive awareness of value judgements and assumptions embodied in the subject • Demonstrates fair originality, creativity or innovation in the application of knowledge and / or practice • Displays fair potential to undertake research or be a leading practitioner within a specialist area • Submission/assessment meets the standards of SCQF Level 11
Grade D 40-49.9% Unsatisfactory	• Partial knowledge, understanding and interpretation of the relevant information, principal

performance – fail	theories, concepts and current discipline developments • Partial understanding of the breadth and depth of the discipline • Limited ability to critically appraise scholarship and evidence, and synthesise concepts, knowledge and theory • Insufficient application of specialist and/or professional skills, techniques or practices aligned with the discipline • Demonstrates insufficient ability to communicate knowledge (written, verbal, practical, visual) • Demonstrates a limited critical awareness of the scope and application of disciplinary and interdisciplinary scholarship • Shows insufficient reflexive awareness of value judgements and assumptions embodied in the subject • Partial demonstration of originality, creativity or innovation in the application of knowledge and / or practice • Displays limited potential to undertake research or be a leading practitioner within a specialist area • Submission/assessment does not meet the standards of SCQF Level 11
Grade E 0-39.9% Unsatisfactory performance - fail	• Little or no understanding and interpretation of the relevant information, principal theories, concepts and current discipline developments • Little or no understanding of the breadth and depth of the discipline • Inaccurate appraisal of scholarship and evidence, and synthesise concepts, knowledge and theory • Ineffective application of specialist and/or professional skills, techniques or practices aligned with the discipline • Ineffective communication of knowledge (written, verbal, practical, visual) • Demonstrates little or no critical awareness of the scope and application of disciplinary and interdisciplinary scholarship • Consistent lack of reflexive awareness of value judgements and assumptions embodied in the subject • Little or no demonstration of originality, creativity or innovation in the application of knowledge and / or practice • Displays little or no potential to undertake research or be a leading practitioner within a specialist area • Submission/assessment does not meet the standards of SCQF Level 11